

# Sample Scorecard

Project Focus Ranking Guidelines					
Project Focus		Low		Medium	High
		0	1-3	4-7	8-10
<b>Revenue Growth</b>	Profitably grow sales revenue through new product offerings and exceed the set Profit goal	No Relationship	Maintains status quo or avoids revenue loss	Supports the opportunity to increase revenue through the booking of new deposits, loans and fee based services, but requires other action.	Directly increases revenue through the booking of new deposits, loans and fee based services and requires no other action.
<b>Expense Control</b>	Reduce the CU expense to X% of the Credit Union Revenue	No Relationship	Maintains status quo or supports cost avoidance	Supports the reduction of CU expense to X% of the CU Revenue, but requires other action	Directly contributes to the reduction of the CU expense to X% of the CU Revenue, in and of itself
<b>Strategic Alignment</b>	Identify, incubate and implement distinctive services that set the CU apart from the competition; focus on providing solutions that meet client requirements; leverage technology; and maintain focus on Continuous Improvement.	No Relationship	Maintains status quo	Supports the identification, incubation and implementation of distinctive services that set the CU apart; as well as providing solutions to known and defined client requirements; leverages existing technology or consistent with stated technology direction; or relates to a specific continuous improvement project, but requires other action	Directly aligned, if not, a defined distinctive service that sets the CU apart; directly satisfies a known and defined client requirement; leverages existing technology and is consistent with stated technology direction; or directly satisfies a continuous improvement project in and of itself.
<b>Member Experience Program</b>	Recognize the importance of the member and support the positive transformation of the client experience	No Relationship	Maintains status quo	Supports a defined aspect of the member, but requires other action	Directly satisfies a defined aspect of the member, in and of itself
<b>Compliance/Regulatory</b>	Recognize the impact of audit findings and other regulatory requirements	No Relationship	Maintains status quo	Supports the resolution of an existing Audit Finding or mitigates a potential Audit Finding; or is required by law or regulation, but requires other action	Directly resolves an existing Audit Finding or resolves a known and defined potential Audit Finding; or satisfies a law or regulation, in and of itself